ABSTRACT OF THE DISCLOSURE

"System and Method for Providing a Push of Background Data"

Digital pre-downloading of high bandwidth digital data is performed through a system gateway based on selective filtering, scheduling, and end user device requirements. Digital broadcasting systems are used to push large bandwidth data during non-peak periods (e.g., in the early AM hours) or during times of other relative network or end user device inactivity. Digital data, such as background images, song compilations, artist compilations, newspapers, e-books, digital purchases of other data, maps of local areas based on, for example, GPS based location detection, etc., are pre-downloaded and stored in the end user (client) device, e.g., a car digital radio or other consumer electronic device with display flag turned off. The device is subscriber preconfigured to selectively filter and retain (e.g., in local cache memory) a desired portion of the data broadcast. Later, a command is sent to activate the contents for subscriber presentation. Delta updates, if received, are pushed in real-time. Real-time updates are matched to the corresponding pre-downloaded data at specific scheduled times. The updates predominantly comprise a refresh of only the changes (delta) to the data (e.g., traffic updates).